

A primer on

TYPOGRAPHY



This is a **Serif** font. Serif fonts typically have some sort of flourish attached. These fonts are typically seen as more professional. Serif fonts are also considered easier to read than **Sans Serif** fonts.



This is a **Sans Serif** font. This letterform doesn't have the flourish markers. These fonts are typically seen as more modern and minimalistic. The fonts are typically more bold than not.

FONT FAMILIES

Fonts are often packaged together in font families. **These font families make it easy to use the same fonts in different styles.** This sentence is in Gotham, 12-point Book. **This sentence is in Gotham, 12-point Bold.**

You can also mix Serif fonts. This sentence is Times in 12-point. **This sentence is Times in 12-point Bold. *This sentence is Times 12-point Bold Italic.***

LETTER SPACING

Spacing between individual letters is called **Kerning**. **Tracking** adjusts spacing uniformly over a large set of characters. You may end up adjusting the letter kerning to bring your words closer together. It could look something like this. Or it could look something like this.

LINE SPACING

Spacing between lines can also be adjusted. This is typically done as a stylistic element, to move lines closer together or further apart to fit a specific space.

Consider that this line is close to the line below it because you may need to fit more into a smaller space (you can also adjust text size). Whereas the last line is further apart to add space. Both look like mistakes, so make sure your design looks and feels right.

DISPLAY FONTS

Most fonts fall into the **Serif** or **Sans Serif** categories, however there are other categories, many of which fall into **Display** fonts. These fonts are should be sparingly in a project.

More often than not, **Display** fonts are only used once. Consider these fonts, which are hard to read if used all over:

This is called LaserMetal. It's a script-type font, 28-point.

This is called Luna, 22-point.

this is called home & hearth, 22-point.

MIXING TYPES

With so many fonts available for use, it's easy to download something that seems to fit your design, but not really know how to use it. Display fonts can be paired with the standard fonts found on a computer.

A word to the wise: It's easy to become overwhelmed with the number of fonts available, and it's easy to feel like 10 should be used. It's always best to use fewer fonts. Don't go crazy.

Some pairings for headers based on current and previous projects:

HIDDEN
HAGGIN } Helvetica Light, 20-point
Palatino Bold, 46-point

A RADIO STATION **REBORN** } Abadi MT Condensed, 23-point
Adadi Extra Bold, 23 point

Bringing *art* to life } Helvetica Neue Light, 19-point
Magnolia Sky Regular, 50-point

Canvas of the **skin** } Avenir Next Condensed, 18-point
American Tyewriter, 69-point

STOCKTON'S MUSICAL ROOTS } Basic Title Font, 19-point
discovering talent in the valley } Nanum Pen Script, 13-point

FONTS TO AVOID

The diversity of the fonts above illustrates that there are many type styles to choose from, meaning finding the perfect font may take some time, but it's there. There are two fonts, though, that should generally be avoided: *Papyrus* and *Comic Sans*.

For one, these fonts are often misused. *Papyrus* has an "old" feel to it, so it's often considered for design that involves age. *Comic Sans* has a funny feel, so use it for celebrations, comics and **NOTHING ELSE**.

FINDING FONTS

Computers come preloaded with an array of standard fonts, including Times New Roman which is often used to college-level papers. If there are no fonts that seem appealing, websites such as **dafont.com** and **1001fonts.com** offer downloadable fonts that are free for personal use.